

CASH Notes



Important Dates

Our next Business Development Training (BDT) Orientations:

Seattle:

Tuesday, April 1st and
Thursday, April 3rd
6:00 to 8:00 pm
2100 24th Ave. S.

Kent:

Saturday, April 5th
10:00 am to 12:00 pm
Kent Commons
525 4th Ave.

Kitsap:

Tuesday, March 25th
6:00 to 7:30 pm
Kitsap Community
Resource Center
1201 Park Avenue
Bremerton

10-week BDT spring classes begin:

Seattle Class:

Tuesday, April 8th - 6:00 pm

Kent Class:

Saturday, April 12th - 9:00 am

Kitsap Class:

Tuesday, April 1st - 6:30 pm

Community Based Business Training

First class for the Latino community: April 2nd

Banking on Dreams:

4th Annual Dinner to benefit Washington CASH programs

Wednesday, May 7th
Doors open, client showcase – 5:30 pm
Dinner and program – 6:30 pm

See page 4 for more details

Tel: 206-352-1945
Tel: 360-698-4088
Fax: 206-352-1899
info@washingtoncash.org
www.washingtoncash.org

See Jennifer Riggins for Events Without Stress

Jennifer Riggins connected with her passion at Washington CASH. She originally came with another business in mind, but quickly realized that here was her chance to do what she had always hoped to do: plan weddings and other events. Events' by Jennifer is well on its way, "creating a lifetime of memorable events."

"Growing up in a very poor household, I always had the dream of having my own business. My favorite thing to do as a little girl was to 'play business.' The very first night of the business development class, the teacher said, 'Take your passion and let that be the start of your business idea.'"

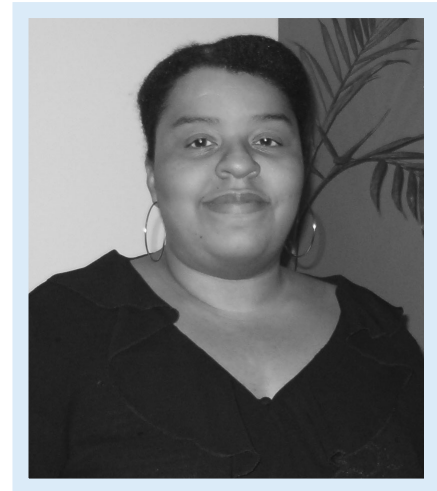
Even though Jennifer has held a lifelong dream of being a businesswoman, she didn't always believe in herself. "I didn't have anyone pushing me. I used to sit around and tell myself that I can't do this, can't achieve... I'm not an entrepreneur."

"Washington CASH helped me write my business plan, polish my marketing materials and put up a Web site. They helped me through the process of getting a license and kindly

and patiently explained the steps I needed to go through to become an LLC, limited liability corporation. Now I am able to reach people through my Web site, and I'm on some searches."

Jennifer is not waiting for things to come to her. "I have created my own events that will happen throughout the year so I am busy as my business grows."

(Continued on page 2)



The Proof is in the MicroTest

An analysis of the 2007 MicroTest Client Outcomes survey



Many of us passionately believe that microenterprise development can change the lives of people who are experiencing poverty and disenfranchisement in America. But how

do we prove that assertion? And what should we be measuring to prove it?

U.S. microenterprise development organizations (MDO's) like Washington CASH are very fortunate to have the Aspen Institute on their sides when it comes to measuring outcomes. A decade ago, The Aspen Institute (a Washington DC-based think tank that "fosters enlightened leadership and open-minded dialogue") became interested in how microcredit could help alleviate poverty in the U.S. Aspen subsequently developed MicroTest, a management tool that helps microenterprise agencies gauge and improve their performance. Washington CASH has been giving MicroTest

(Continued on page 2)

Board of Directors

Lisa Wellman - Chair

Digital Marketing

Harriet Stephenson - Vice-Chair

Seattle University, Albers School of Business

Bruce Butler - Treasurer

Tatum Partners

Franklin Donahoe - Secretary

T-Mobile

Kalpita Deobhakta

Microsoft

Holli Harris

HBH Consulting

Bill Hoke

Small Business Marketing Partners, Inc.

Shaula Massena

The Massena Foundation

Carmen Moore, Past Chair

Wells Fargo Bank

Sofanit Mulugeta

Community Volunteer

Paul Neutz

Attachmate Corp.

Mark Pomerantz

Seattle Social Enterprise Consultants

Jenny Weiler

Safeco Insurance

Client Representatives

Elizabeth Morris

Elizabeth Morris Textiles & Interior Design

Juli Woods

Culinary Expressions by Juli

Advisory Council

Bruce Brown

Community Volunteer

Alex Counts

Grameen Foundation, USA

Charles Gust

Community Volunteer

Tara Kinateder

Bernstein Global Wealth Management

Carol Leick

Allyis

Carmen Moore, Chair

Wells Fargo Bank

Laura Ruderman

Ruderman Consulting

Eric Pettigrew

State Representative

Marcia Sill

Community Volunteer

Dave Spicer

Agros International

Janis Watford

Columbia Bank

Creating a lifetime of memorable events (Continued from page 1)

“Washington CASH presented me with the opportunity to make my dream come true,” says this upbeat and energetic woman. “I am so happy. I actually can close my eyes and dream of the big picture.” A client told her that her work was very professionally organized and helped them create a stress-free event.

Being involved with Washington CASH and launching her business, Jennifer has seen her self esteem and confidence shoot up. “I’ve been able to work on overcoming a great fear of speaking to people and groups. Now I actually organize a networking group. People come to me for information and advice. It feels natural to talk about what I can do for them because I am so familiar with my business plan and marketing materials. This gives me confidence, and Washington CASH is always there if I have any questions,” Jennifer explains.

“People with potential get the opportunity to go through the steps to make a business grow and make money from it, and I think that’s

wonderful,” Jennifer states. When asked what she would like the readers of this article to remember, Jennifer responded like a true entrepreneur. She said, “I’ll plan an event that they’ll always remember. For a stress-free wedding or any occasion, talk to Jennifer Riggins.”

To learn more about Events’ by Jennifer, visit her Web site or contact her at:

206-760-0555
jriggins@eventbyjennifer.com
www.eventbyjennifer.com

“Creating a lifetime of memorable events.”

MicroTest Client Outcomes survey (Continued from page 1)

surveys to clients since 2001, and is very proud of the outcomes we recently learned through MicroTest in 2007.

For one thing, Washington CASH delivers on its promise to alleviate poverty. While all Washington CASH clients are at or below 200% of the national poverty threshold when they arrive, thirty-six percent of entrepreneurs entering Washington CASH are under 100% of the national poverty threshold – their annual income is less than \$10,210 for one person. However, after participating in Washington CASH’s program, 67% of these clients were no longer under the poverty line. That’s a lot compared to other microenterprise groups in the U.S.: according to MicroTest, the average MDO only moves 37% of its clients out of poverty.

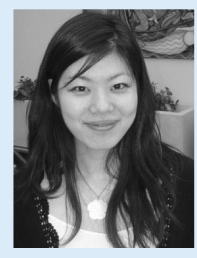


We also know from our 2007 MicroTest results that 75% of Washington CASH clients experience an increase in their household income after participating in Washington CASH – by an average increase of \$11,000 annually. And we know that 93% increased their business revenue after participating, and 83% stayed in business from intake to survey time, two years later.

Washington CASH is unique because it serves only entrepreneurs in the Puget Sound who are considered “working poor.” We are thrilled that most clients do not have to stay long in that income category after getting started in Washington CASH. MicroTest is helping us prove that microenterprise development is an effective, exciting strategy for helping disadvantaged individuals change their lives for the better.

Volunteer Spotlight – Sayaka Azuma

Intern gives her time, gains experience and inspiration in return



Serving as our Washington CASH intern has given Sayaka Azuma a world of insight. She came to us as a volunteer and then signed on as our official intern. “The offices are not large, but the things the organization is doing are huge. This

is a great place for people interested in nonprofits or microenterprise,” remarks Sayaka, a native of Kobe, Japan. She is currently taking a year to study U.S. business at Bellevue Community College.

Sayaka was involved in setting up the Entrepreneurs’ Showcase in November at Seattle Center. “The showcase was great!” she exclaims. She notes that at first she was surprised at the thoroughly professional merchandise and displays – “the same as in a store.” But when she thought about it, she realized it should be no surprise at all. “These are people with talent and training, and this is their business!”

Sayaka has spent the majority of her time with us working on special projects. According to her supervisor, Mike Skinner, she has not only excelled in getting things done, but she has set things up in a sustainable way so that volunteers who fill her position down the road will know exactly what to do.

Without Washington CASH programs and capital, Sayaka believes, the microentrepreneurs’ ideas and abilities might never have come to light. She describes the various aspects of help that are available. “I have found it is not only one big thing that helps the clients. It is training and loans, and workshops and computer assistance and other programs. And beyond that, it is listening to their stories, encouraging people and supporting them.”

When Sayaka returns to Japan, she will finish her last two years at her university. “I think I will focus on microenterprise and microcredit,” she offers. “My experience here will be a great help for me.”

Bet You Know Something We Don’t:

Good places in your neighborhood to display Washington CASH flyers

We offer a fantastic FREE program that can help people with small incomes realize the dream of entrepreneurship. Job centers and unemployment offices know about us already, but how to get the word out to a greater number of potential clients is always on our minds.

Maybe you know a club, a class, a church; a library, a gathering place, a center; an office, a salon, a grocery store or another business where potential Washington CASH clients are likely to see one of our brochures. With the simple act of dropping off information, you can play an important role in spreading awareness of our programs to the right people.

If you are aware of locations that might offer us good exposure, please share your ideas with Mike Skinner, our Program Director. He can give you flyers or brochures. Mike’s number is

(206) 352-1945 ext. 228. You can e-mail him at mike@washingtongcash.org.

For a more intensive involvement, Mike reminds readers that business professionals – especially former or current business owners - make ideal Washington CASH mentors, coaches, informal advisers and classroom presenters. The time commitment varies depending on the job. If you have expertise you would like to share, Mike welcomes the opportunity to talk with you about how to plug in to our organization.

Volunteers are crucial to the success of our programs and our clients, and every effort made is deeply appreciated. For more information about current volunteer opportunities, visit www.washingtongcash.org and click on “Volunteer” under the “Get Involved” tab on the main menu.

We hold volunteer orientations every Monday from 4:30 to 5:30 pm at our Seattle office. Attending one of these sessions is a great way to learn more about Washington CASH, the people we serve, and current volunteer opportunities. Please contact Mike Skinner at 206-352-1945 ext. 228 or mike@washingtongcash.org to sign up.

Staff

Cheryl Sesnon
Executive Director
John DeRocco
Community Trainer
James Dunn
Community Trainer
Abdul Farah
Community Trainer
Rigbe Fessahatsion
Asset Manager
Josie Gregg
Administrative Assistant
Jorji Knickrehm
Grants Manager
Catherine Lanham
Interim Bookkeeper
C.C. Leonard
Lead Trainer
Jeff Patterson
Development Manager
Negash Shiferaw
Community Trainer
Mike Skinner
Program Director
Stuart Walton
Kitsap Business Development Trainer
Beto Yarc
Community Trainer

In addition to our board and advisory council, we’re grateful to our many dedicated volunteers who give of their time, talent and heart. We couldn’t do it without you!

Irene Akio
Hande Ayan
Sayaka Azuma
Brad Benner
Mike Berry
Stephanie Bowman
Jacob Burningham
Linda Carlson
Taylor Clark
Ter Claeys
Kha Dang
Cory Deppe
Melissa Deveney
Linda Eskenazi
Rachelle Ferreira
Klarrisa Frank
Maddy Frey
Dick Gable
Nazarly Gural
Tammy Halstead
Michee Holland
Christine Holmes
Justin Hong
Kathy Humphrey
Allison Jelinek
Jill Johnson
Viren Kamdar
Brad Kulp
Michael Labaz
Jyl Leiningner
Katie Leu
Derek Mathis
Kristin McGunnigle
Megan Melberg
Robert Michael
Karen Miller
Gary Milne
Janis Milne
John Milne
Audrey Quaye
Jennifer Riggins
Daphna Robon
Diego Rondon
Eileen Ryan
Chuck Salmon
Rafael Sanchez
Hazel Sapida
David Steinke
Casey Stintzcum
Ty Tabor
Brandon Teng
Teresa Thompson
Shelly Tolo
Nancy Tran
Rosenna Tse
Teresa Tullio
Kim Wells
Kirsten White
Jason Williams
Julie Wilson
Koji Yui



WASHINGTON
CASH
COMMUNITY ALLIANCE FOR SELF-HELP

2100 24th Ave. S., #380
Seattle, WA 98144

CHANGE SERVICE REQUESTED

NONPROFIT ORG.
U.S. POSTAGE
PAID
SEATTLE, WA
PERMIT NO. 2378

Washington CASH uses a strategic approach to transform people's lives and communities - creating a pathway out of poverty using small loans and business training to launch small businesses along with building confidence, credit, knowledge and assets.

Please make plans to join us for an inspiring and upbeat occasion

Wednesday, May 7th, 2008
Bell Harbor International Conference Center
Pier 66, 2211 Alaskan Way
Doors open, client showcase - 5:30 pm
Dinner and program - 6:30 pm

To RSVP, purchase a ticket, sponsor a table or volunteer contact Jeff Patterson at 206-352-1945 x224 or jeff@washingtongcash.org

Wish List

Here's another way you can make a difference for entrepreneurs participating in Washington CASH programs. Our clients can put all sorts of items to good use while building their businesses.

We could use the following items right now in our administrative office, or to pass along to clients:

- Laptop computer with current operating systems and MS Office software
- Adobe InDesign desktop publishing software
- Microsoft Office software
- Flat screen computer monitors
- Reams of white copy paper
- Sewing machine
- Landscaping equipment: edgers, power mowers, clippers, pressure washers, ladders

If you're interested in making an in-kind donation, please contact us at 206-352-1945 to make sure the items will meet a need.

SAVE THE DATE!
BANKING ON DREAMS
MAY 7TH, 2008